

Journal Broadcast Group

WICHITA OPERATIONS

To: FCC Commission

From: Rob Burton, VP/General Manager
Journal Broadcast Group-Wichita, KS
KFDI/KFTI/KYQQ/KICT/KMXW/KFXJ

Re: MB Docket No. 04-233

Dear Commissioners,

Please find attached a compilation of Journal Broadcast Group-Wichita's efforts to address those local issues facing our community and use the airwaves to, in fact, serve the public.

I believe it will be evident that we take our obligation as broadcasters very seriously, and demonstrate through our extensive and consistent initiatives, our commitment to being good stewards of all six of our broadcast licenses on a daily, weekly, monthly, quarterly, and yearly basis.

Our efforts presented here demonstrate some very specific, well thought out initiatives through news, severe weather coverage, public affairs, political programming, emergency programming, and active involvement in the community; all local, and measured against the standard of meeting and exceeding the public's expectations.

Respectfully,


Rob Burton
Vice President/General Manager

KFTI-AM • KFDI-FM
KYQQ-FM • KICT-FM
KMXW-FM • KFXJ-FM

4200 N. Old Lawrence Road
Wichita, KS 67219-3259
Phone: (316) 838-9141
Fax: (316) 838-3607



Employee Owned,
A Journal Communications
Company

Local Programming Policies

Journal Broadcast Group Wichita presents public service programming based on needs and concerns of the Wichita community. Our 24 Hour Newscenter is in daily contact with community leaders to learn about issues which lend themselves to further exploration beyond scheduled newscasts. Issues of concern are addressed in long form Public Affairs programming ("At Issue") or through features (e.g. "In Their Own Words" and "Kansas Highway Patrol Safe Driving Campaign").

A formal ascertainment process has been utilized for our station KYQQ-FM (Regional Mexican/Spanish language). Department heads and the general manager have interviewed community leaders by phone and in person to identify specific needs within the Hispanic community. These ascertainments have directly led to programming in the areas of consumer protection and immigration issues. We have also invited community leaders and local government officials (e.g. District Attorney, Police, Fire chiefs, State Representative, etc.) to our stations for further discussion about topics they would like to see our stations address with programming.

We ask community leaders whom we interview for their views on the top three issues affecting our community so that we may continue to receive fresh ideas and topics for Public Affairs programming and Community Service campaigns.

Listener feedback through calls, e-mails, and letters are shared with appropriate department heads and staff before being placed in public files. Suggestions and positive or negative comments help further direct us in coverage of community issues.

Local Public Affairs

Each Sunday morning, the program "At Issue," airs on KFDI-FM, KFTI-AM, KICT-FM, KFXJ-FM and KMXW-FM. This half-hour program looks at local issues. Some recent topics ranged from the November vote on building a downtown sports arena in Wichita to business development in the Latin-American portion of the city to the need for a larger terminal building at Wichita's Mid-Continent Airport.

The News Director decides what issues should be covered and assigns a different reporter each week to interview both sides of a particular issue. The reporter does pre-recorded interviews on each side of an issue and condenses the information into the weekly 30 minute program. Each program is described in detail in our quarterly issues report. Recommendations for future topics and issues also come in from staff reporters and listeners.

Each Monday morning on KFTI-AM and each Wednesday morning on KICT-FM, we air the Crimestoppers program from the Wichita Police Department. The Detective who manages the program is on KFDI-FM live each Wednesday morning to discuss the crime of the week, and offers listeners crime prevention tips. Each Friday morning on KFTI-AM, we air a program entitled Firestoppers which features fire prevention tips from the Wichita Fire Department.

Community Responsive Programming

Our Public Affairs program, "At Issue," addresses topics of community interest. The 30 minute, locally produced show airs on five Journal Broadcast Group/Wichita stations. Our sixth station, Spanish language KYQQ-FM airs "La Comunidad Y Ud. " ("The Community and You") in Spanish. It is directed to the Hispanic community in and around Wichita.

In addition to regularly scheduled Public Affairs programming, stations make time available during regular programming to address current topics. Examples of this include: "In Their Own Words", an election year feature allowing candidates to address issues "in their own words." Our stations make a concerted effort to include community based and issue oriented programming during the course of our weekly programming schedule. Examples include: An awareness campaign in April for Skin Cancer Awareness (KFDI-FM, KFTI-AM), expanded discussion on the Downtown Arena Issue (all stations), ongoing health improvement campaign on KYQQ-FM (topics including diabetes, alcohol abuse, breast cancer, domestic violence), Drunk Driving awareness campaign (KICT-FM), and Veteran's affairs (KFTI-AM).

Public Service Announcements air in live and/or recorded form on all stations. Organizations such as Victory in the Valley (cancer support organization), Big Brothers Big Sisters, Botanica, Cowtown Museum, local churches and schools, YMCA, Kansas Humane Society, and many others benefit daily from free time given for their causes. Stations also aired public service announcements for the Red Cross following Florida's devastating hurricane season. "Get Out the Vote" campaigns have also figured prominently on our stations in the past few months. We have donated appearances and air time to encourage voter registration and voter participation in the '04 general election.

Participation in Community Activities

Journal Broadcast Group stations are consistently involved in community initiatives and campaigns. KFDI-FM annually sponsors, hosts, and arranges for the state's largest Hunter Safety Course for between 700 and 900 youth hunters wishing to earn their Hunter Safety certificate. Marilyn Strong from our country sales team serves on the board of March of Dimes and we have supported many of their events including their latest Bikers for Babies event through public service programming. KFDI-FM is the lead station for the American Cancer Society's "Cattleman's Ball" each year, serving on their committee and airing over \$30,000 in free airtime to the event. The Girl Scouts benefited from free airtime provided for their "Pampered Camper" event in May '04.

The Christmas Crusade is an annual campaign that assists Wichita Police in collecting gifts for area children in need. For two days we interrupt regular programming to get the children "adopted" so all are treated to a positive holiday courtesy of the Wichita Police Department. In 2003, 509 families and 1,487 children were helped in this campaign.

KFXJ-FM supported the Salvation Army Star of Hope campaign. The Fox aired announcements encouraging listeners to go to area malls and Walmarts to select a star, representing an elderly or needy individual with a Christmas "wish" for basic necessities such as coats, gloves, dishes, etc. In addition a call-in campaign was staffed by our employees to cover a number of people above and beyond those represented on the trees. Salvation Army director Tim Brown informed us that last year was the first time everyone with a request was adopted. Awareness of the need for more support for the elderly was a major thrust of this campaign. Additionally, Tim Brown was interviewed several times during morning drive to make a reach out to the listeners for the Star of Hope program.

Participation in Community Activities (continued)

JBG/Wichita's support for community campaigns includes: Arthritis Association "Jingle Bell Run" (to raise awareness of the Arthritis Assoc.), "No K Run" at the Lion's Club Pancake Feed (drive awareness and support for the Lion's Club community service efforts), Center for Health and Wellness Barbeque Cookoff (with entry fees benefiting the Center), Step Up for SIDS (fundraiser for the SIDS Network of Kansas), AIDS Walk (to raise funding for Positive Directions, a local nonprofit AIDS & HIV services organization), Race for the Cure (benefiting the Susan G. Komen Breast Cancer Foundation), Victory in the Valley East vs. West Run (supporting funding for services to cancer patients and their families), United Way "Takin' it to the Streets" (fundraiser for the United Way), ROCKO Motorcycle Ride (raise awareness for the organization's outreach programs for families of physically and mentally challenged children with long term needs), Big Brothers Big Sisters Bowl for Kids (to raise money to sustain the organization's programs), Brooks Middle School fundraiser (to support the school's arts programs), and a Bachelor Auction (to raise money for a local woman with cystic fibrosis in need of a double lung transplant).

Other JBG/Wichita proactive community campaigns include support of Kansas Military through Kansas Cares (KFDI listeners donate items for CARE packages), "Operation Homerun" (listeners donate sports equipment to send to soldiers and children in Iraq), Adopt a Soldier program (a Christmas gift giving program for soldiers/sailors/airmen/Marines away from home) and Candy for Iraq (taking donations of hard candy for our soldiers to give to Iraqi children as a sign of friendship.)

The JBG/Wichita News Department is active in many areas of the community. News Director Dan Dillon is a voting member of the Wichita Crimestoppers Board of Directors, the Local Emergency Planning Committee, the Salvation Army Disaster Advisory Council, the Kansas Attorney General's Amber Alert Task Force, and the Butler Community College Co-Op Education Advisory Committee. He is also a member of the St. Francis of Assisi Parish Council and the Vice President of the local chapter of the Nebraska Alumni Association. In the broadcast news field, Mr. Dillon was a judge in Washington D.C. during the annual Radio-Television News Directors Association Edward R. Murrow Awards competition. He also attended the annual Kansas-Missouri Associated Press Broadcasters Meeting in Kansas City. In Topeka, he received the Media Award from Interhab, a statewide disabled adults group. In 2004, Mr. Dillon spoke to the weekly meeting of the Southeast Wichita Optimists Club about severe weather coverage, a broadcast news-writing class at Wichita State University on how to write for radio, volunteered for the Knights of Columbus in a fund drive for mentally retarded children, was the emcee for the annual Center of Hope Dinner (a homelessness prevention organization) and was the emcee for the two-day Midwest Catholic Family Conference in Wichita. He served on the Wichita Police Captain Assessors Board and received a commendation from the Police Chief. He also spent two hours each at three jobs fairs for the Wichita area. These took place at the Urban League's annual meeting, the Mid-America All-Indian Center and McConnell Air Force Base.

Assistant News Director John Wright is a member of the Wichita Chapter of the NAACP, the Wichita Athletics Summer Track Youth Program, the Salvation Army Biddy Basketball Advisory Board (coaches two teams) and is a staff member of the St. Mark Parish Public Relations Committee. In 2004, Mr. Wright was the co-emcee for the Martin Luther King Anniversary Program at the Kansas African-American Museum and was the co-emcee for the Sister-to-Sister Tea at the Kansas Chapter of the American Cancer Society. He spoke to 150 young people at the Southeast Boys Basketball Banquet about "choosing the right paths in life." He was the guest announcer for the annual Alpha Kappa Alpha Fashionetta Program and spoke to the Midwest Petroleum Oil workers meeting near Emporia about severe weather coverage. Also in 2004, Mr. Wright received the Kevin Easter Award from the Wichita DUI Victims Center. This was for several stories he broadcast on drinking and driving.

In 2004, Reporter Josh Wells spoke to the Southwest Neighborhood Association in Wichita about severe weather coverage and safety. He also spoke to two sessions of the Andover Central High School Career Fair. He explained broadcast news and how to acquire a job in the broadcast news business. Additionally, Mr. Wells attended a Kansas Association of Broadcasters workshop about news writing in Wichita. Reporter Jared Cerullo also spoke to 80 members of the Northwest Big River Neighborhood Association about KFDI News and severe weather coverage.

Local News

For over 30 years, reporters have covered breaking news events such as major decisions by the Kansas Legislature or the Wichita City Council, jury verdicts in high profile trials, traffic mishaps in heavily congested areas, multi-alarm building fires, and other breaking news. Many times the above incidents take place in programming between songs and commercials, outside regularly scheduled newscasts. There is a strong commitment to let listeners know what is occurring in their local and regional community. Wichita City Council, Sedgwick County Commission and Wichita School Board meetings are covered weekly. An effort is made to cover every local news conference. In the event we cannot cover a certain event for lack of manpower, our stations have an agreement with the CBS television affiliate in Wichita who will provide those stories. Our stations do the same for the television station. In addition, our reporters provide the television station with morning traffic reports and bits of information. KWCH-TV provides us with the aforementioned severe weather coverage and daily forecast information. National and international news stories are also provided through the ABC Radio Network and the Associated Press.

A staff of six full time reporters and anchors, along with four part time reporters and anchors, are equipped with state-of-the-art digital recorders and operate four mobile news units which contain emergency scanners and two-way radios. The news room itself is digital with a software upgrade done in early 2004. The news mobile unit vehicles are used extensively to provide frequent scheduled traffic reports during morning and afternoon drive time periods.

There is a newscast at the top of each hour 24 hours a day, seven days a week. The newscasts on KFDI-FM average two minutes in length while the newscasts on KFTI-AM average six minutes in length. There is an additional one-minute headline update on KFTI-AM along with a one to two minute sportscast each hour. This totals to 336 newscasts a week on both stations along with an additional 170 headlines and sportscasts. Morning traffic, severe weather, and other local news reports are done on KICT-FM, KFXJ-FM, KMXW-FM, and KYQQ-FM.

In the fall of 2002, KFTI-AM aired a multiple murder trial in its entirety from Sedgwick County District Court. Commercials were run during trial breaks. Initial coverage of the murders to the final sentencing phase resulted in our stations winning a national Edward R. Murrow Award for Continuing Coverage from the Radio-Television News Directors Association in Washington, D.C.

Severe Weather Coverage

For over 30 years, reporters have trained each year with the National Weather Service on how to describe severe weather to listeners. A training session for "spotters" takes place at the beginning of each year with the Warn Specialist of the National Weather Service Office in Wichita who describes what portion of a storm should be focused on. Other training takes place each year before the spring storm season arrives in late March.

When a severe thunderstorm warning or tornado warning is issued for Sedgwick County or surrounding counties, immediate severe weather coverage begins. No music is played and very few commercials are aired. The news department takes over the programming until the warning is allowed to expire or is lifted by the National Weather Service. Storm spotters in the field provide storm updates during warnings while an agreement with KWCH-TV gives listeners meteorologists who describe scientific movement of the storms. The meteorologists join the severe weather coverage, giving listeners the most complete storm descriptions possible. KWCH-TV provides us with a discount to see their local radar in our News Room along with AM and FM control studios. In 2004, KWCH-TV provided handheld radar devices to be used in the field. These state-of-the-art radars are used during each storm by our reporters. While our reporters let our listeners know about severe weather, we're also reporting on KWCH-TV during their live cut-ins. In 2004, there was an estimated 30 to 40 hours of live, continuous severe weather coverage on KFDI and KFTI.

Additional Emergency Programming

Locally, severe weather coverage is the most frequent. There is also flood coverage when lives and property are affected. When a state Amber Alert for a missing child is issued, the announcement is immediately broadcast on all five of our stations with additional follow-up information on the search for the missing child every 15 minutes for two to three hours. Emergency Alert System testing occurs on a regular basis. Nationally, our stations broadcast live news coverage for over 24 hours on the crash of the space shuttle in February of 2003 and the terrorist attacks on 9/11.

Political Programming

For seven Monday mornings in a row, September 20 through November 1, KFDI-FM and KFTI-AM aired a program at 6am and 8am entitled "In Their Own Words." Each of the first five programs featured President Bush and John Kerry on one particular issue. October 25 and November 1, we aired both sides of the Wichita downtown arena issue. This portion of our Monday morning news was set aside for this program. We aired political stories throughout the year in the majority of our newscasts.

Announcer Carol Hughes of KFDI-FM helped to register voters at a convenience store October 22 and also before the Toby Keith Show October 17.

KICT-FM announcers, Phil and Hank, brought Sedgwick County Sheriff candidate Shawn Alexander on their program. Incumbent Sheriff Gary Steed declined an invitation by Phil and Hank to appear on their program. Sheriff Steed told News Director Dan Dillon he prefers live forums to quick radio interviews.

Several At Issue programs dealt with politics in 2004. They are detailed in the Quarterly Reports filed by the stations.